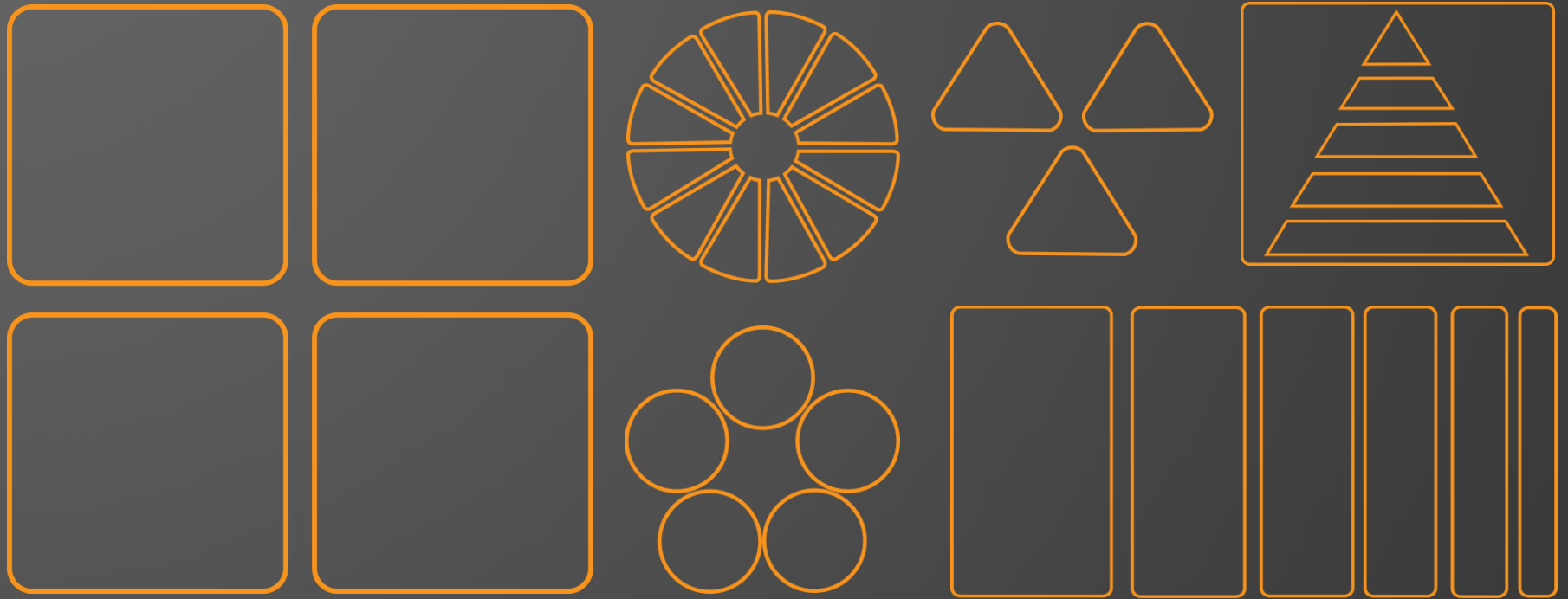


A close up look at design in everyday," "experience

Robin Peng
Director of Design and Innovation





Reality Canvas

Awareness

RR

RF

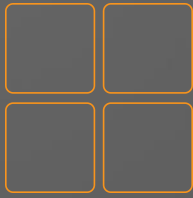
FR

FF

R = Real

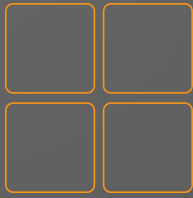
F = Fake

- Materials & Objects
- Places & things
- People & Personalities
- Information & Media
- Glamour & Fashion



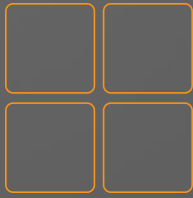
Reality Canvas (architecture)





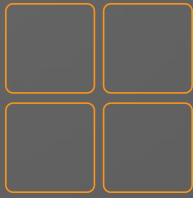
Reality Canvas (automobile)





Reality Canvas (nonverbal communication)





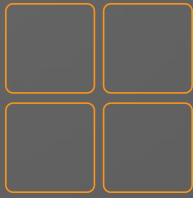
Reality Canvas (destination)





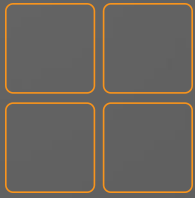
Reality Canvas (media)



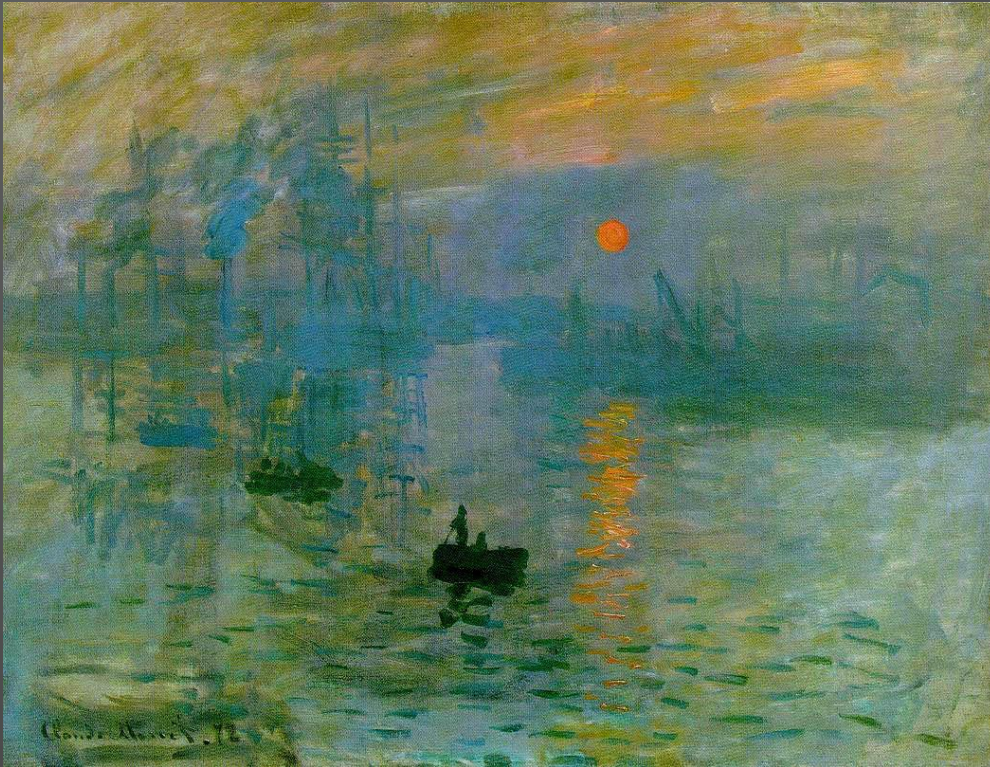


Reality Canvas (3D)





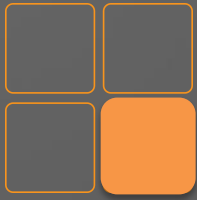
Reality Canvas (2D)





Reality Canvas (art vs. technology)





Reality Canvas

Junk is the ultimate merchandise. The junk merchant does not sell his product to the consumer, he sells the consumer to the product. He does not improve and simplify his merchandise, he degrades and simplifies the client.

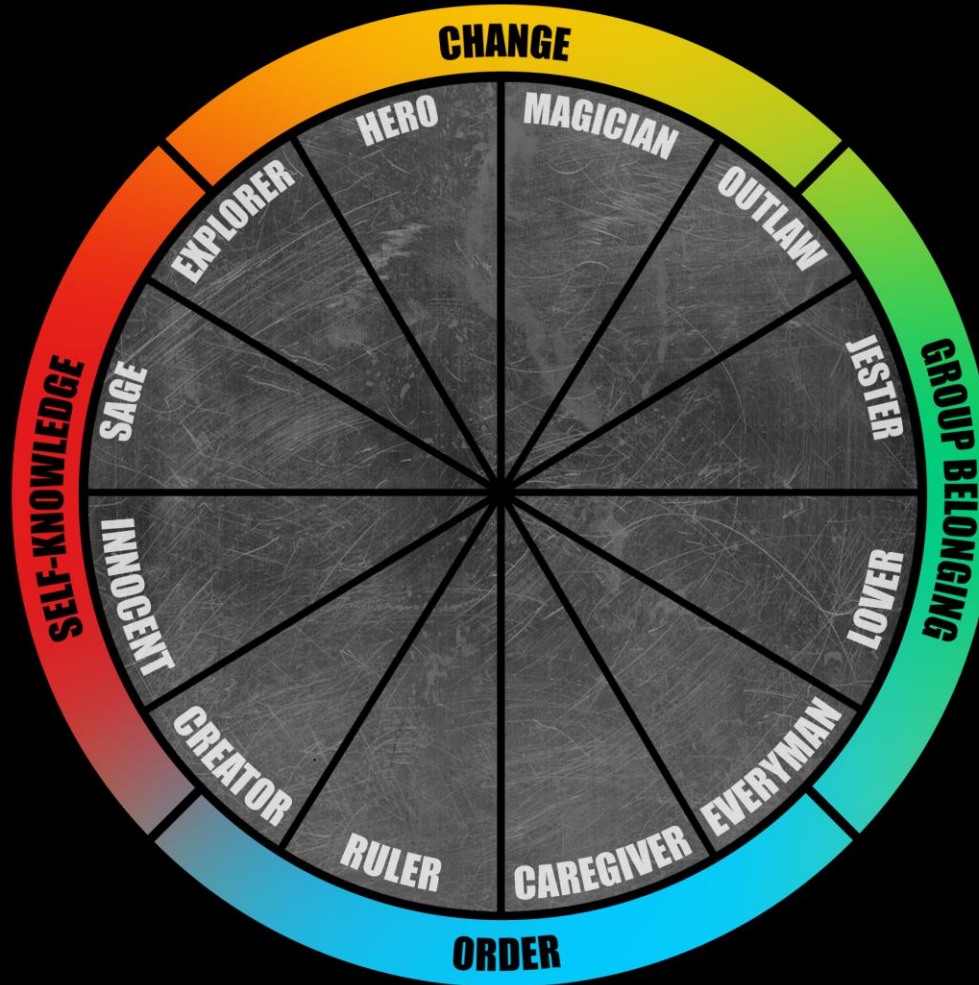
William S. Burroughs
(1914-1997)





ARCHETYPES

Wheel of Personalities





ARCHETYPES

PERSONIFICATION AMPLIFIED

MAGICIAN

JESTER

OUTLAW/
LOVER

EVERYMAN

SAGE

HERO OUTLAW

LOVER CREATOR

CAREGIVER
LOVER

EXPLORER

INNOCENT

HERO



Brand Experience

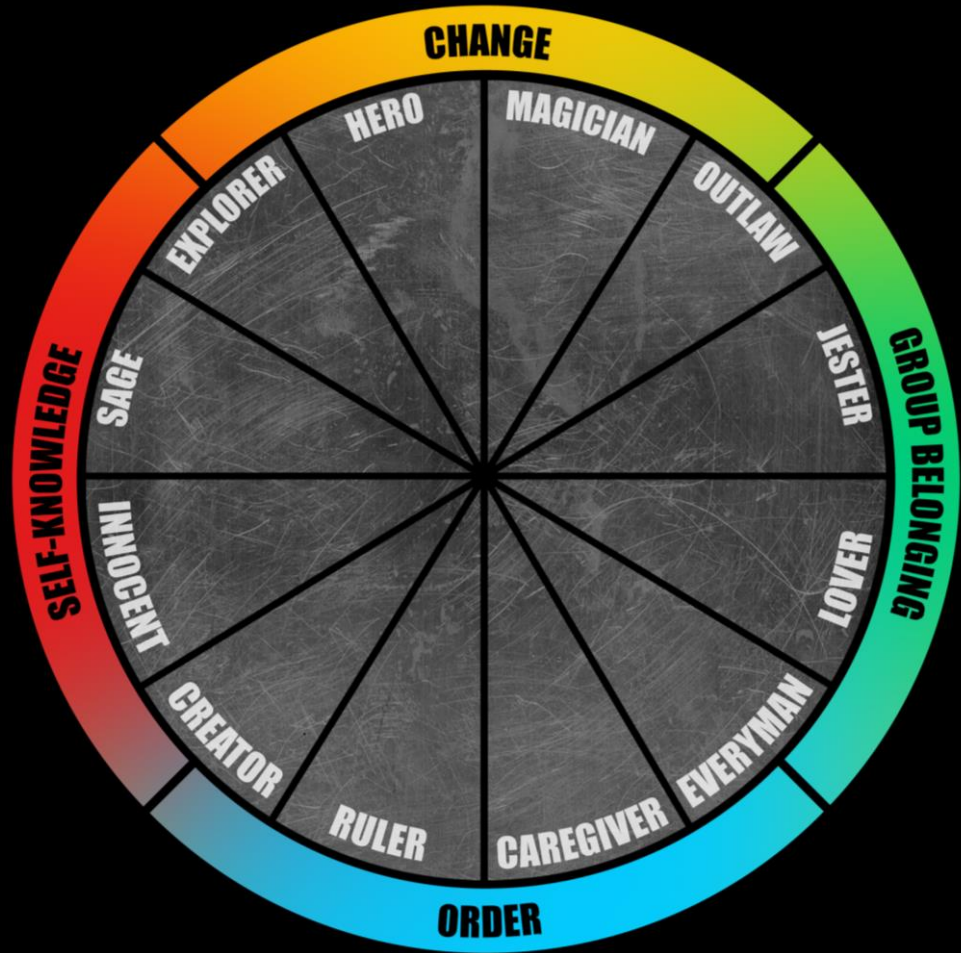
People have character...and so do brands.



EMPLOYING ARCHETYPES

CREATING BRAND PERSONALITIES

- Appearance
- Attitude
- Behavior
- Conscientiousness





MAGICIAN

AFFECTS TRANSFORMATION

“TRANSFORM THE WORLD AND CREATE DELIGHT WITH THEIR IMAGINATION AND CLEVERNESS.”

MAGICIAN

AFFECT TRANSFORMATION





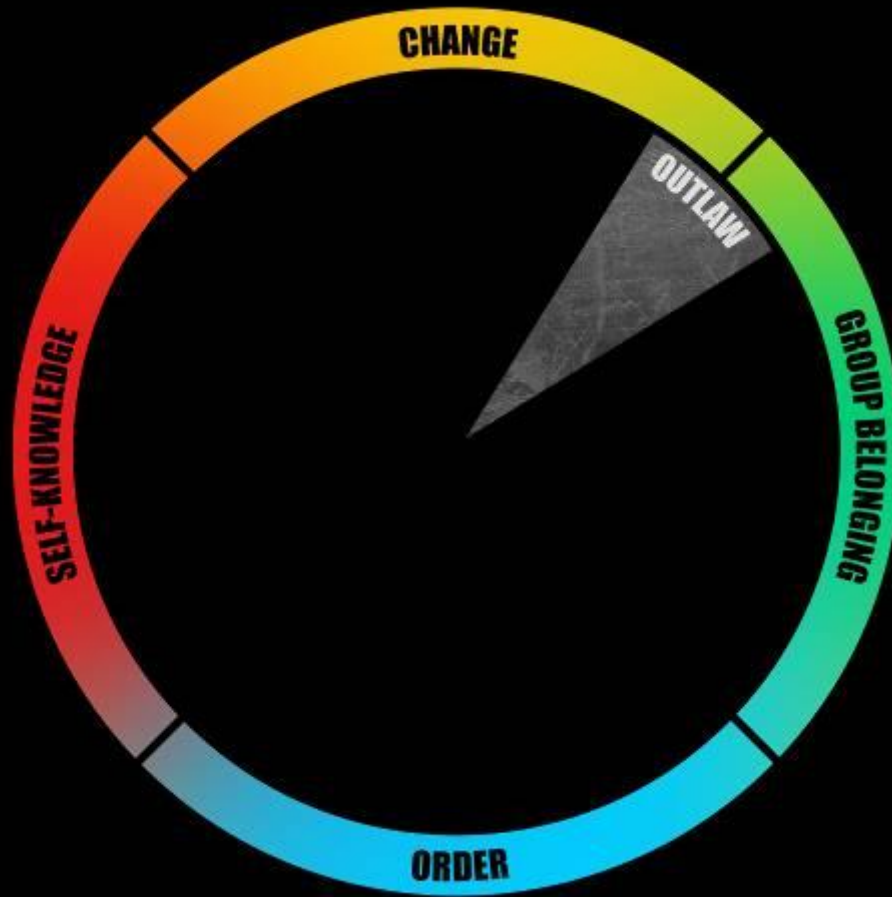
OUTLAW

BREAK THE RULES

“OUTLAW BRANDS ENJOY FEELING A LITTLE BIT ‘BAD’. MAY NOT BE ADMIRERD, BUT SATISFIED TO BE FEARED.”

OUTLAW

BREAK THE RULES





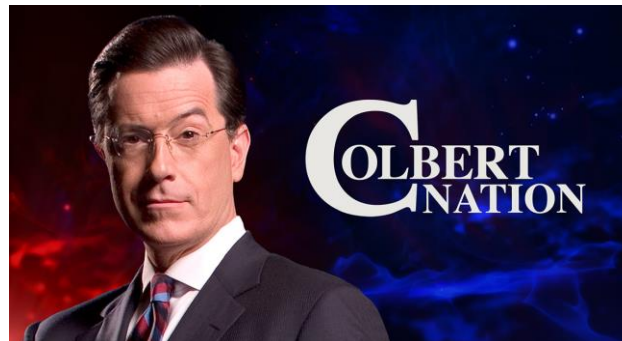
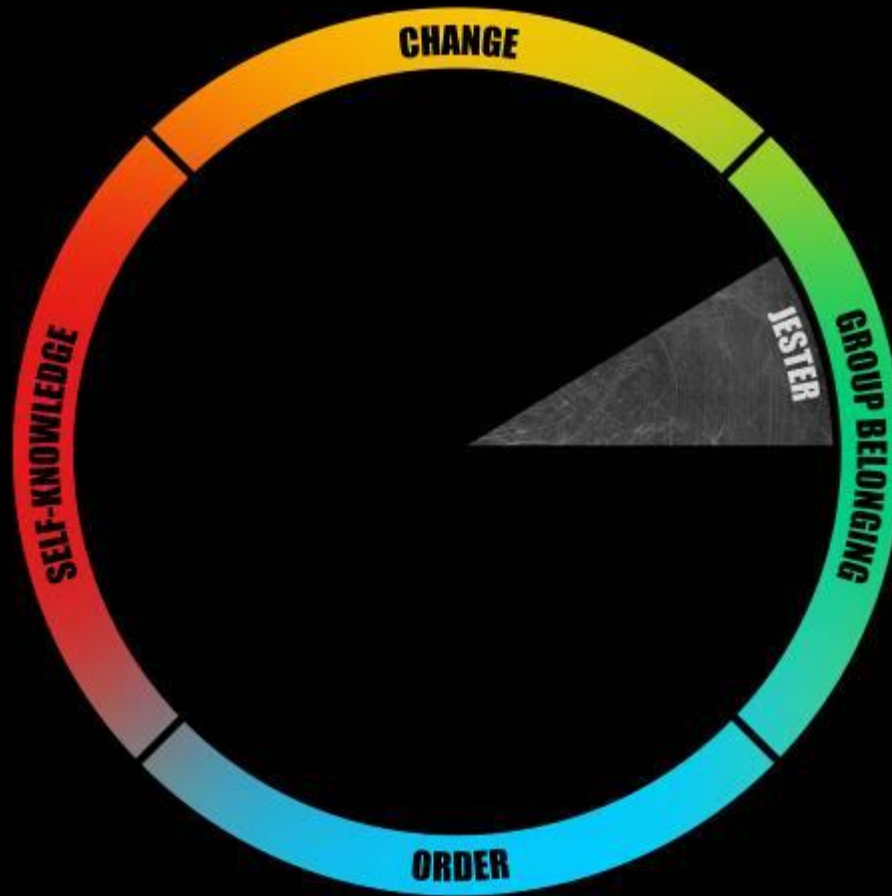
JESTER

HAVE A GOOD TIME

“AN ELEMENT OF ENERGY AND FUN; OVERTHROWING THE ESTABLISHED WAY OF DOING THINGS.”

JESTER

HAVE A GOOD TIME





LOVER

FIND AND GIVE LOVE

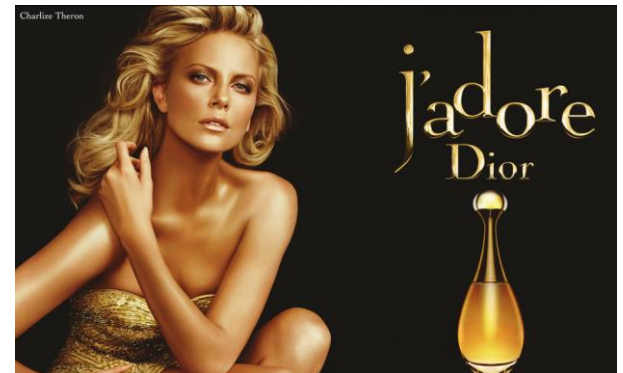
“LOVER BRANDS ARE ROMANTIC AND A GLAMOROUS LOT. THEY HAVE A DREAMLIKE QUALITY, AND EASY TO FALL IN LOVE WITH.”

LOVER

FIND AND GIVE LOVE



THE
DEVIL
WEARS
PRADA





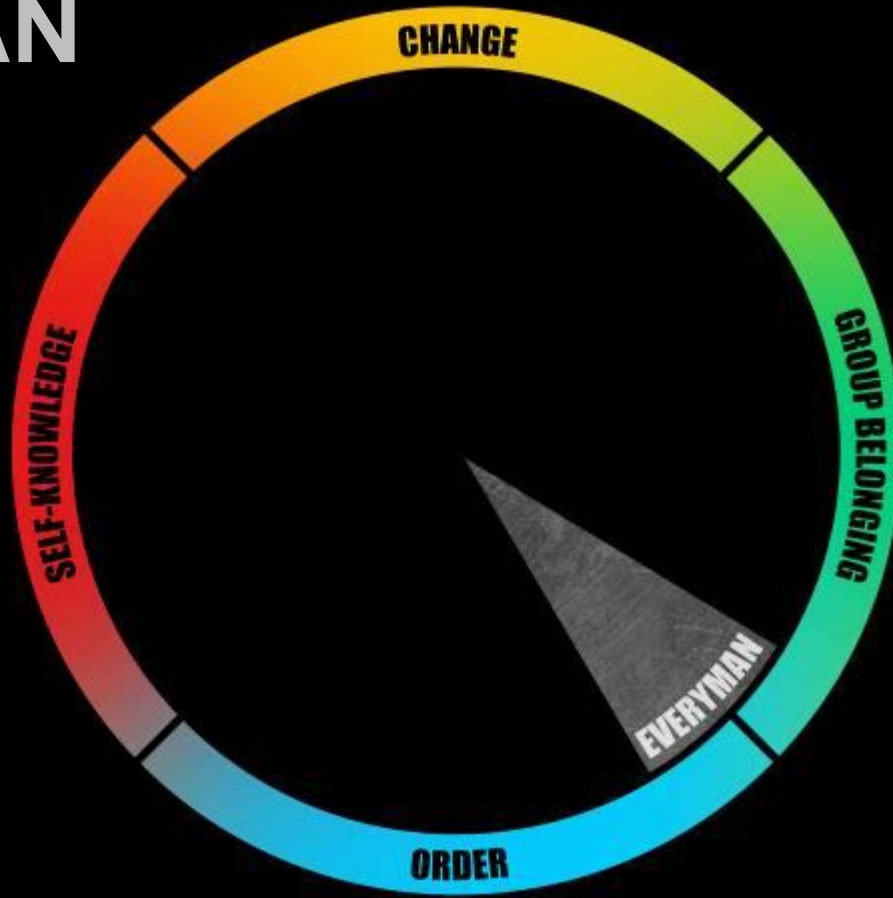
EVERYMAN

BE OK JUST AS YOU ARE

“DOWN TO EARTH – SIMPLY DESIRES CONNECTION WITH OTHERS. FRIENDLY AND SUPPORTIVE BRANDS.”

EVERYMAN

BE OK JUST AS YOU ARE



COSTCO
WHOLESALE

amazon





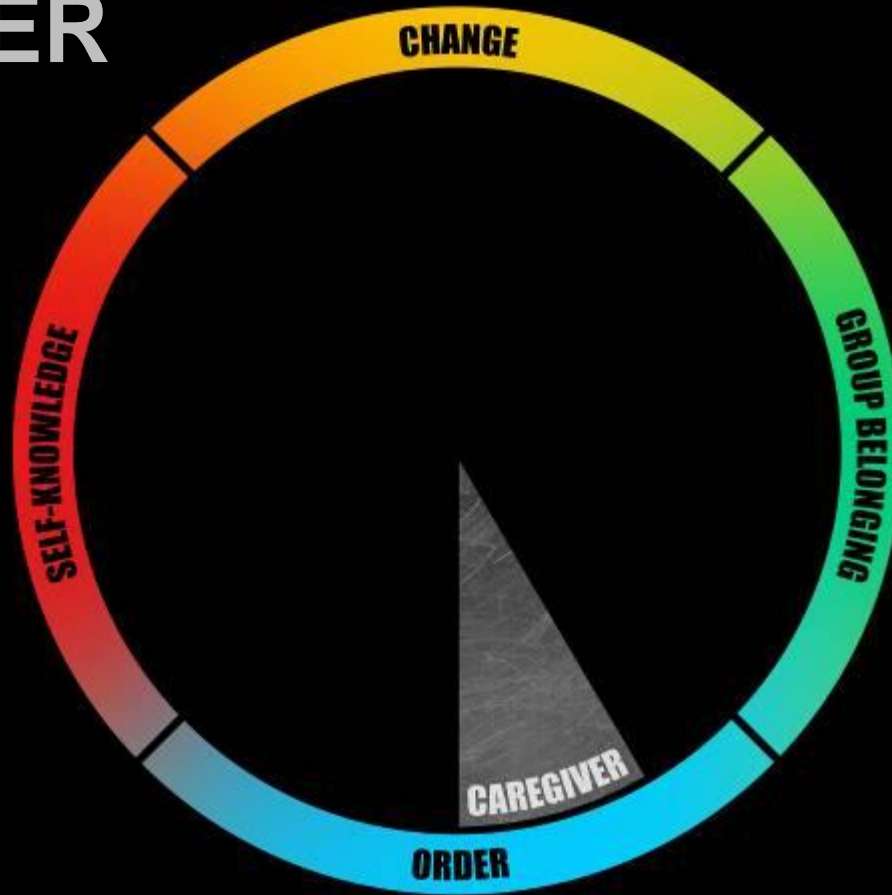
CAREGIVER

CARE FOR OTHERS

“THEY ARE MUCH RESPECTED AND TRUSTED, AND ARE ICONS OF HOME, SECURITY, AND CONTINUITY.”

CAREGIVER

CARE FOR OTHERS





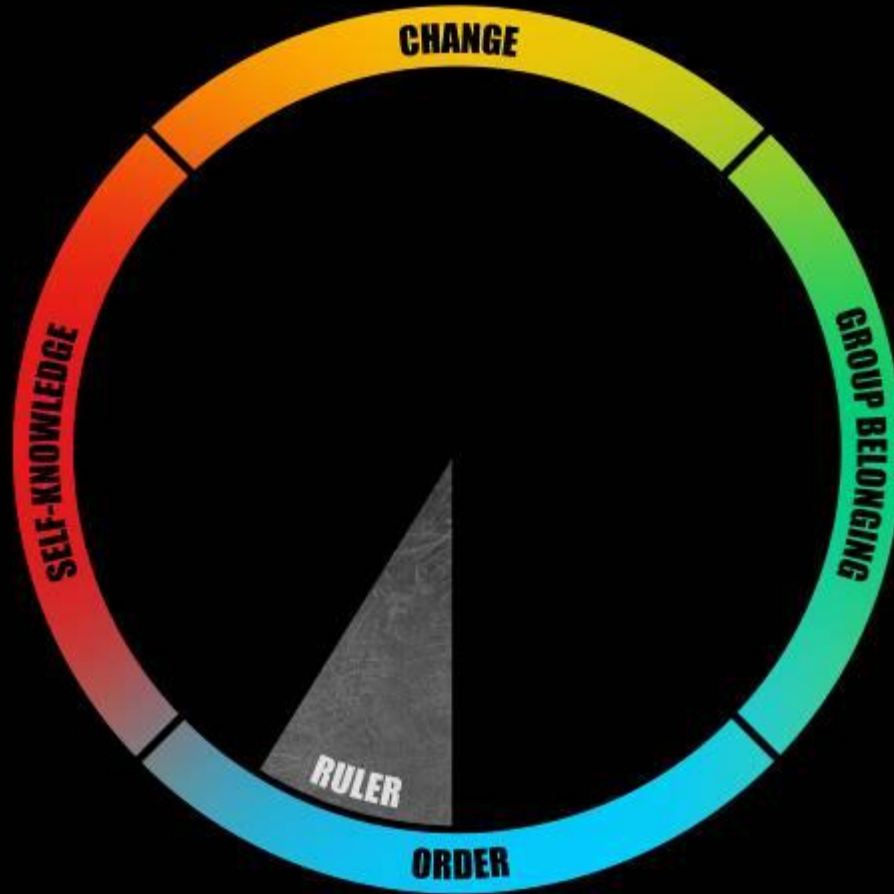
RULER

EXERT CONTROL

“THEY ARE ALL PART OF THE ESTABLISHMENT, AND SET THE RULES BY WHICH MOST OTHER BRANDS PLAY.”

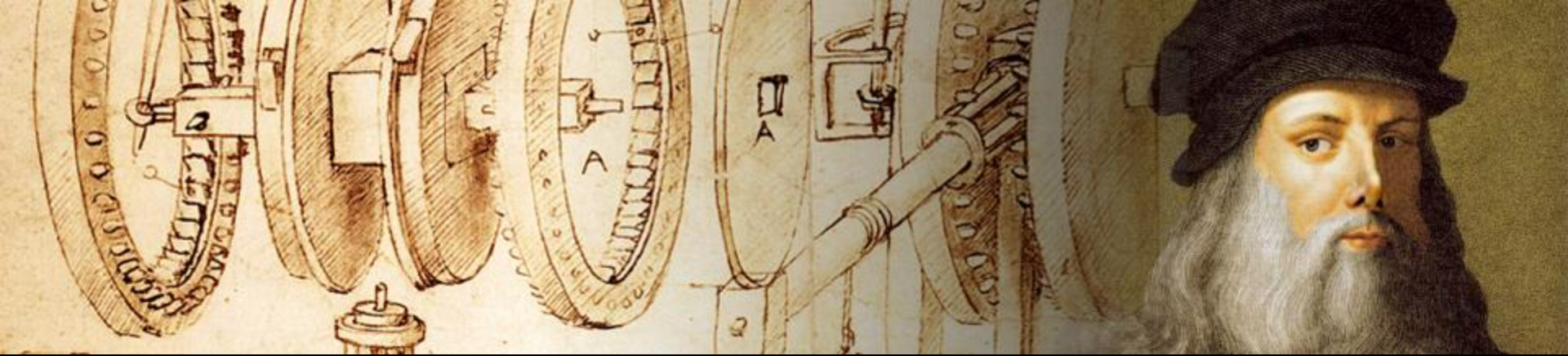
RULER

EXERT CONTROL



Google™





CREATOR

CRAFT SOMETHING NEW

“CREATORS ARE NON CONFORMIST – THEY ARE NOT MOTIVATED BY FITTING IN, BUT BY SELF-EXPRESSION.”

CREATOR

CRAFT SOMETHING NEW



indiegogo

**KICK
STARTER**

LEGO[®]



MakerBot[™]



INNOCENT

RENEW OR RETAIN FAITH

“THE INNOCENT IN EACH OF US WANTS TO LIVE IN THAT PERFECT LAND WHERE WE ARE ‘FREE TO BE YOU AND ME.’”

INNOCENT

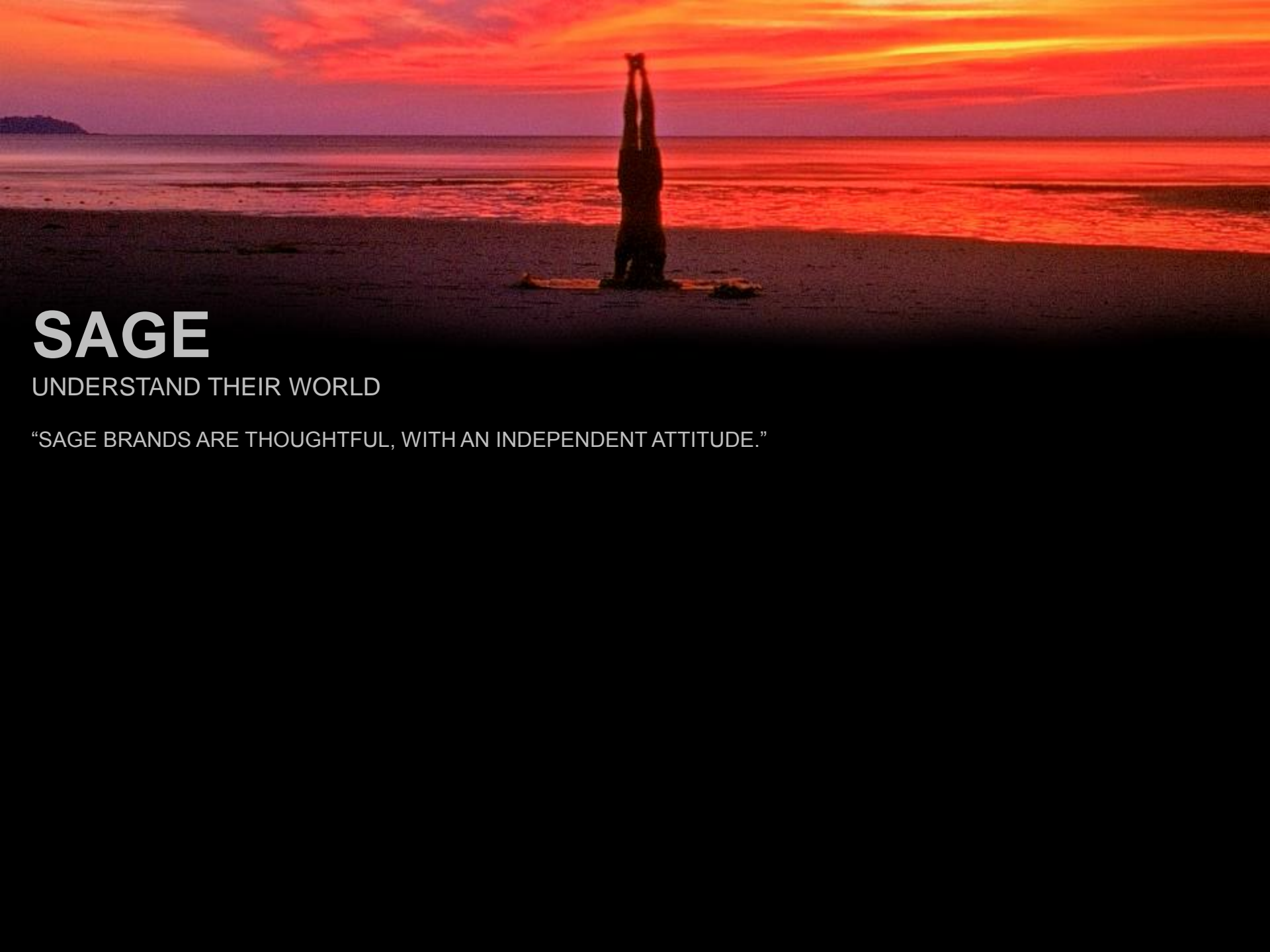
RENEW OR RETAIN FAITH



Cheerios

Life's Better
IAMS





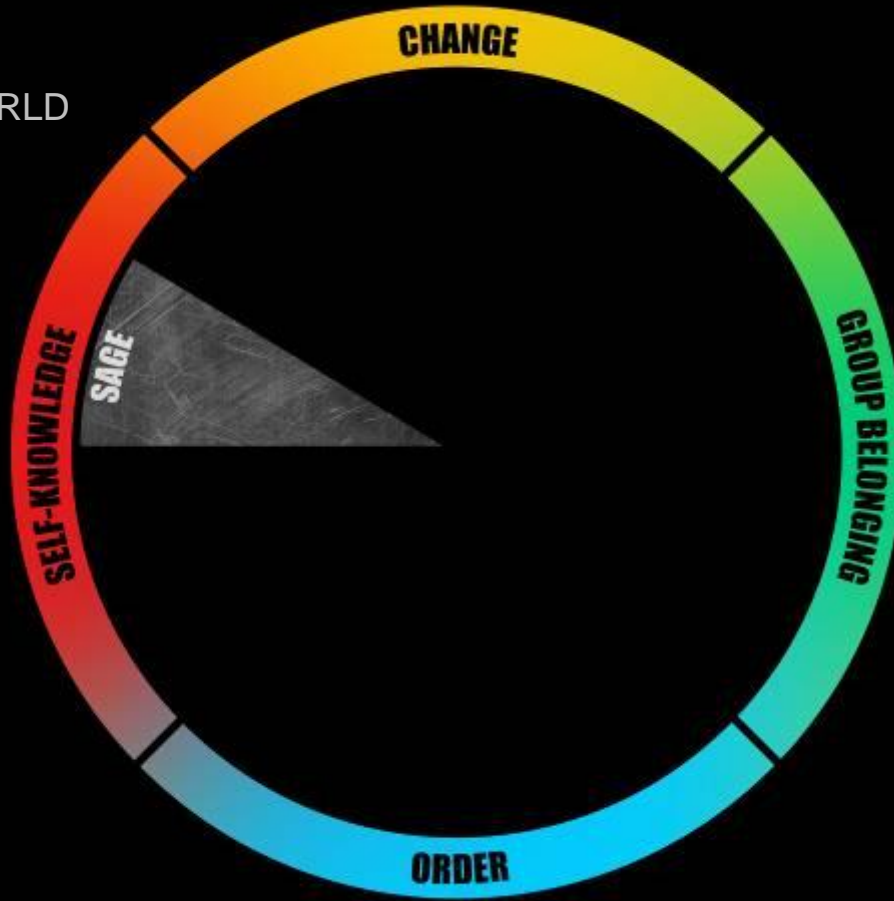
SAGE

UNDERSTAND THEIR WORLD

“SAGE BRANDS ARE THOUGHTFUL, WITH AN INDEPENDENT ATTITUDE.”

SAGE

UNDERSTAND THEIR WORLD



SUNDANCE
FILM FESTIVAL



nest™





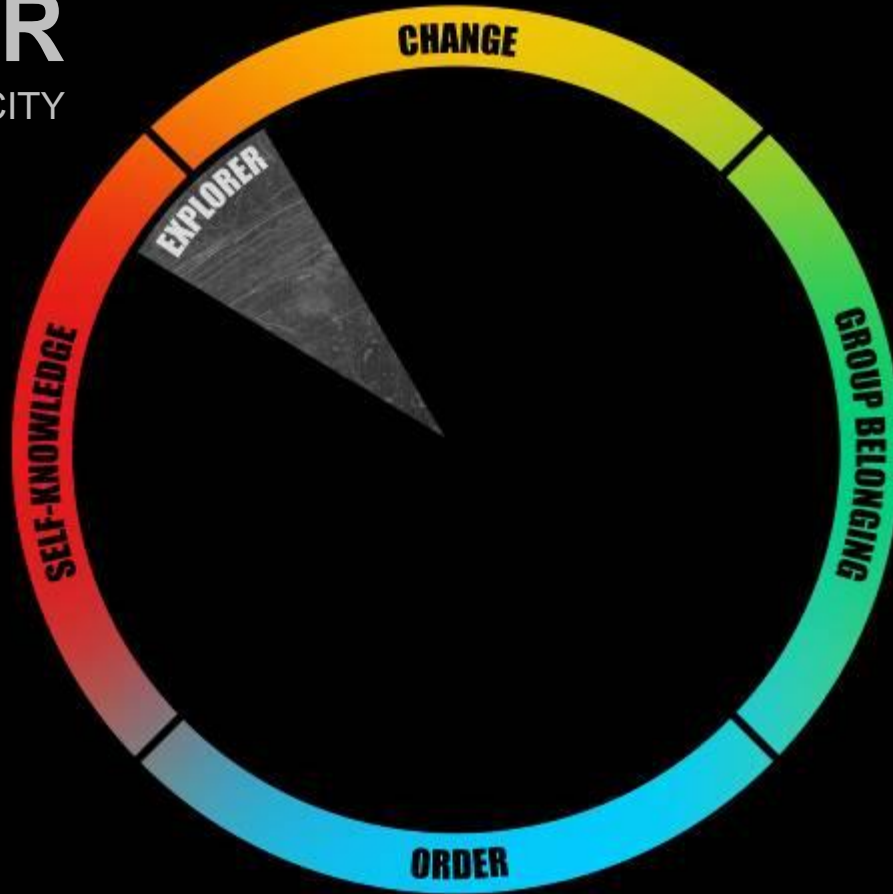
EXPLORER

SEARCH FOR AUTHENTICITY

“HOLD OUT THE PROMISE OF NEW EXPERIENCES, AND CHALLENGE CONSUMERS TO TRY THEM. AND BY TRYING THEM, THE CONSUMER LEARNS A LITTLE MORE ABOUT HIMSELF.”

EXPLORER

SEARCH FOR AUTHENTICITY



Jeep[®]



GARMIN[™]



HERO

ACT COURAGEOUSLY

“HERO BRANDS EXUDE POWER AND STRENGTH. BUT A CONTROLLED STRENGTH, HARNESSSED TO THE BENEFIT OF THE USER.”

HERO

ACT COURAGEOUSLY



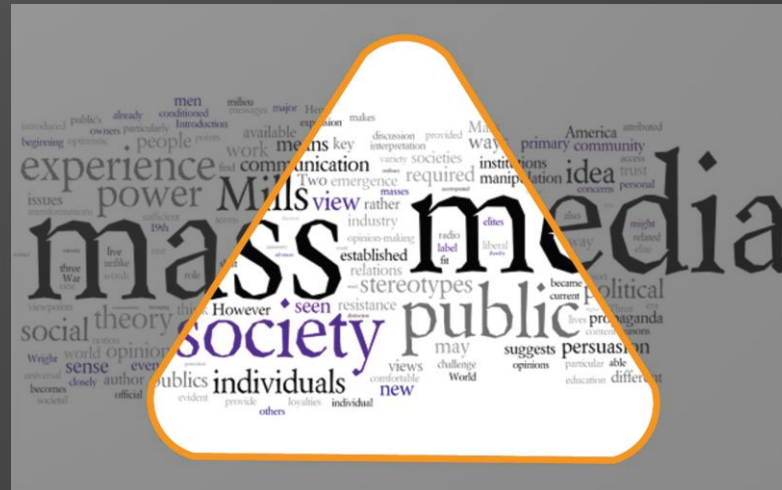


RR

RF

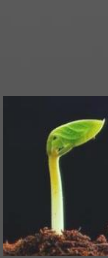
FR

FF





Journey



Birth



Infancy



Youth



Adulthood



Maturity



Elderly



Journey

Work

Create
Family

Legacy

Marker
Identity

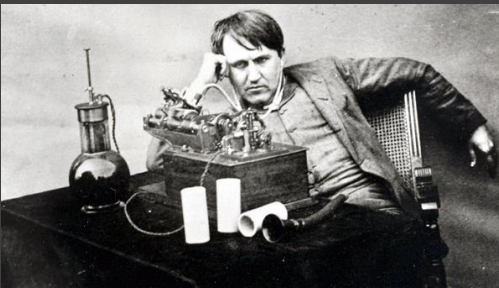
Significance

Social

Life

Journey

Mortality





Journey

Self-actualization

Morality;
Creativity;
Spontaneity;
Problem solving;
Lack of prejudice;
Acceptance of facts

Esteem

Self-esteem;
Confidence; Achievement;
Respect of others; Respect by others

Love/Belonging

Friendship; Family; Sexual intimacy

Safety

Security of body, employment, resources,
morality, family, health, and property

Physiological

Breathing; Food; Water; Sex; Sleep; Homeostasis; Excretion



Journey





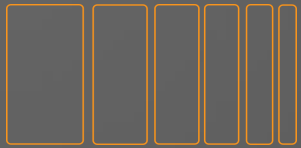
Journey





The 5 Rings





Accelerated Evolution



Industrial



Technology



Information



www.

Artificial Intelligence

Cognitive Science

Human-Computer
Interaction

Human-Centered Design

Advanced Cooperative
Network

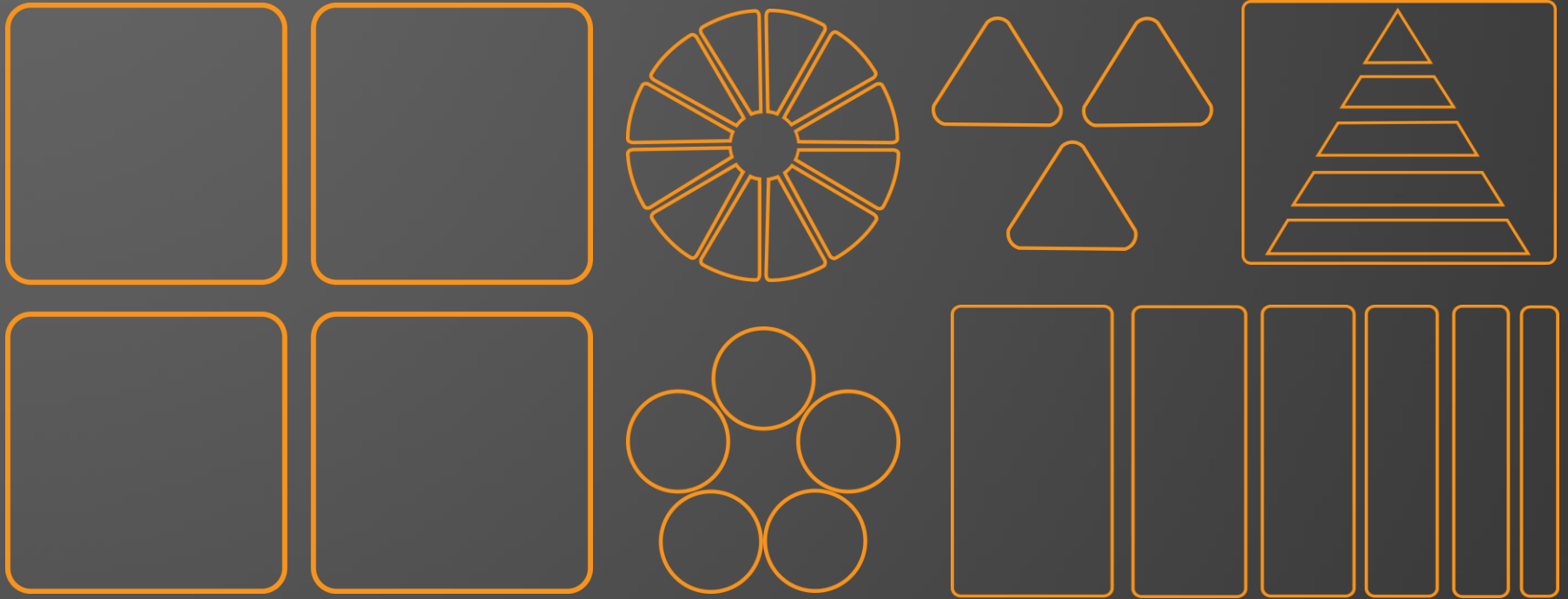
Human Behavior Data

Data Mining /Cloud

HYPERMEDIA

In Sum

- Make your design relevant by working on a “durable” canvas.
- In a society of accelerated change, culture and technology play a vital role in shaping human experiences. Be ready for the shift.
- Change the world by doing the work you love!



Thank You.